



Olympic Council of Asia

## **Olympic Council of Asia's Commercial Guidelines for the 18<sup>th</sup> Asian Games, Jakarta-Palembang 2018**

### **Background Information**

The Olympic Council of Asia ("OCA") has developed a set of Commercial Guidelines for National Olympic Committees ("NOCs") and athletes attending the 18th Asian Games, Jakarta-Palembang, Indonesia 2018 ("Asian Games"). These Commercial Guidelines are modelled on the relevant parts of the IOC Olympic Charter and are consistent with the letter and spirit of an NOC's participation in the Olympic Games.

The OCA's objectives in producing and distributing these Commercial Guidelines are:

- To protect the commercial integrity of the Asian Games; and
- To protect the rights of the Commercial Affiliates of the Asian Games.

A number of corporations are supporting the OCA, the Indonesian Asian Games Organizing Committee ("INASGOC") and the Asian Games with financial, promotional, and technical commitment and expertise (the "Commercial Affiliates").

These Commercial Guidelines prohibit the appearance of commercial publicity or manufacturer's identification that is not approved in accordance with Regulation I below, on equipment or clothing used during the Asian Games. During the Asian Games, these Commercial Guidelines take precedence over International Sports Federation regulations relating to commercial branding and identification on clothing and equipment, unless otherwise approved by the Executive Board of the OCA.

To be eligible for participation in the Asian Games, an athlete must comply with these Commercial Guidelines.

## **Implementing Regulations**

OCA and INASGOC shall in due course circulate the approved implementing regulations and enforcement protocols of the Commercial Guidelines for the Asian Games.

The protocols shall cover the approval process; branding request approvals relating to NOC uniforms and equipment, athlete uniforms and equipment inspections before and during the Asian Games, and all operating policies necessary for the proper implementation of the Commercial Guidelines.

Prior to athletes or team officials entering the field of play to compete, Competition Management will check the athlete or team officials' uniforms, tracksuits and/or any equipment brought on to the field of play. This inspection will be done prior to both competition games and any medal ceremony. NOCs will be requested to remove or cover inappropriate logos or signage.

Various functional areas within INASGOC (including but not limited to Competition Managers, Venue Managers, Ceremony Managers) will be responsible for enforcing these Commercial Guidelines in the case of any non-compliance by athletes and team officials prior to their entry onto the field of play.

### **I. Regulations governing Advertising and Propaganda at the Asian Games**

1. No demonstration or commercial, political, religious or racial propaganda is permitted at the Asian Games Official Sites (as explained in more detail below). No form of publicity or commercial or non-commercial advertising shall be allowed at the Official Sites, other than that of the Commercial Affiliates where approved.

For the purposes of these Commercial Guidelines, the Official Sites shall be considered to be all competition venues, the Media Centre, the International Broadcast Centre, the official Interview Areas, all other general competition and training areas, the Official Hotels and official Asian Games related areas. Please note that these Commercial Guidelines shall prevail over any International Sports Federation regulations which govern specific sports contested at the Asian Games.

2. No trademark, logo, or any form of publicity or propaganda, commercial or otherwise, may appear on sportswear, accessories, any article of clothing or equipment whatsoever worn or used by the athletes or other participants of the Asian Games, except for the identification of the manufacturer of the article of equipment concerned, provided that such identification is authorised, as more fully indicated below. Furthermore, no trademark, logo, or any form of publicity or propaganda, commercial or otherwise, shall appear on the body or person of any athletes or other participants of the Asian Games, and nor may any oral or visual representations or references relating to the same be made by athletes or other participants of the Asian Games.

Any identification in violation of these criteria shall be removed or covered in accordance with the instructions given by the OCA to INASGOC and the NOC.

3. The identification of the manufacturer shall not appear more than once on any item of clothing or equipment, unless specified below or otherwise approved by the OCA and INASGOC.
4. Equipment and Bags: subject to the remainder of this paragraph, any manufacturer's identification that is larger than 10% of the surface area of that equipment that is exposed during competition shall be deemed to be unauthorized. Notwithstanding the above, no manufacturer's identification shall be larger than 60cm<sup>2</sup>.
5. Accessories: unless set out below, any manufacturer's identification over 6cm<sup>2</sup> shall be deemed to be unauthorized.

Headgear and Socks: One identification of the manufacturer per item, with a maximum size of 10cm<sup>2</sup>.

Eyewear may carry the identification of the manufacturer as generally used on products sold through the retail trade during the period of six (6) months or more prior to the Games, with no identifications permitted on the lenses.

Gloves: One identification of the manufacturer per item, with a maximum size of 8cm<sup>2</sup>.

6. Clothing (including, but not limited to, t-shirts, shorts, sweat tops, shorts, sweat pants and formal attire or team uniforms): any manufacturer's identification which is larger than 30cm<sup>2</sup> shall be deemed to be unauthorized.

In case of a one-piece bodysuit, the manufacturer's identification may appear in two locations, one above the waist and one below the waist.

7. No advertising may appear on shirts, shorts (including, but not limited to, lycra and thermal items) or other items worn under the uniform other than the manufacturer's identification as set out herein.
8. Shoes: it is acceptable for the normal distinctive design pattern of the manufacturer to appear and identification as generally used on products sold through the retail trade during the period of 6 months prior to the Asian Games, as long as such identifications are deemed not conspicuous by the
9. Equipment Accessories (including, but not limited to, first aid bags and kit/ repair bags, drink coolers, bottles of all kinds, including squeeze bottles, bottle carriers, headphones, umbrellas, towels, bandages, contact lenses, earplugs, mouth guards, nose clips, refreshments, energy supplements and food): no manufacturer's/ advertiser's name or logo may appear on these items unless the item is approved by the OCA Executive Board.
10. The numbers worn by the competitors for certain events and prize presentations will be provided by INASGOC. The bib must be worn by any athlete if requested so that it is wholly visible and must not be cut, folded or altered in any way.
11. No equipment or accessories may be taken by the athlete to the medal ceremony or media interview areas, unless worn (for example, shoes) and overtly commercial items shall not be permitted.

12. If an NOC rents vehicles for use during the Asian Games, and should such vehicles enter any of the Official Sites, then these vehicles must be unbranded, except for the manufacturer's usual identification.

13. Athletes and participants shall not use any devices capable of recording audio, visual or audio-visual material for any purposes other than their own private use.

*Violation of the provisions of these clauses could ultimately result in the disqualification of an athlete or the withdrawal of a delegation official's accreditation or any other penalty/sanction as deemed fit by the OCA Executive Board.*

## **II. Use of Official Designations and Marks by NOCs**

Only Commercial Affiliates of the Asian Games may use the term "Official" in any relevant designation relating to the Asian Games, as granted to them under the terms of their respective agreements.

- \* NOC-appointed sponsors must not be granted any rights associating such sponsors with the OCA, the Asian Games or INASGOC.
- \* NOCs shall provide every assistance to the OCA in the event that a sponsor of such NOC (or any other relevant entity) undertakes any unauthorized or "ambush marketing" activity relating to the Asian Games.
- \* NOC sponsors should only be granted rights by an NOC with respect to the NOC; e.g. the following designation would be acceptable:

"Official Sponsor/ Supplier of the (Country Name) NOC".

- \* NOC sponsors can only use such designation or other related rights within the respective country of that NOC.

The Asian Games Official Emblem and Official Mascot (as set out below) or any other Asian Games intellectual property, belong to the OCA and may only be used by the NOCs in a strictly sporting or editorial context and never in connection with the NOCs' own sponsors or in any other commercial context.



18th Asian Games  
Indonesia 2018

Official Emblem

18th Asian Games  
Indonesia 2018

Official Mascot

NOCs shall not be allowed to alter, amend or grant licenses in respect of the Asian Games Official Emblem and Official Mascot, or any other Asian Games intellectual property. NOCs must use these exactly in the manner provided by the OCA.

### III. NOC Sponsor Activity at the Asian Games

NOC sponsors may not undertake any form of commercial or promotional activity at the competition venues or at any of the other Official Sites.

**Violation of the above clauses may result in sanctions being imposed by the OCA.**

If there is any doubt as to the admissibility of any activities, you are advised to seek advice from the OCA before proceeding.